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|  | State of South Carolina RECORD OF NEGOTIATIONS | Solicitation Number: 27343208 Procurement Officer: Mike Nebesky Phone: (864)656-2067 E-Mail Address: nebesky@clemson.edu Address: ASB, Silas N. Pearman Blvd Clemson, SC 29634 |
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CONTRACT DESCRIPTION: University Beverage Pouring Rights Contract

USING GOVERNMENTAL UNIT: Clemson University

OFFEROR'S NAME AND ADDRESS: Coca-Cola Bottling Company Consolidated (CCBCC)
4100 Coca-Cola Plaza
Charlotte, NC 28211

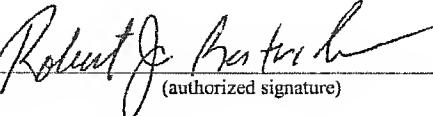
IMPORTANT NOTICE:

Offeror is required to sign this document and return 1 copy to the procurement officer named above by the following date:
TBD.

DESCRIPTION OF NEGOTIATED CHANGES: (attach additional pages if necessary)

1. In lieu of Clemson University reworking their commission structure with Aramark to better promote more aggressive retail on specific brands and packages as well as reexamining vending placements, CCBCC is willing to invest an additional \$40,000 into a marketing budget annually to be used specifically to help drive campus bottle & can and vending sales. These funds will be used by mutual agreement by CCBCC and Clemson University toward the following ideas, but not limited to:
 - a. Reinvesting funds to reduce nets.
 - b. Utilizing funds to be used toward rebates and incentives.
 - c. Creation and execution of "bounceback" programs in campus vending that promote beverage sales in other areas on campus.
 - d. Campus advertising of promotions.
 - e. Investment in any special equipment, structure, etc. that would promote beverage sales.
2. CCBCC will conduct quarterly meetings with Clemson University to help create and execute these vending and campus beverage programs that promote sales growth on campus. The goal would be to create promotional calendars to use throughout the year and to review prior results.
3. CCBCC considers Clemson University to be a premium partner and as we have done in the past, we will continue offer the University our newest marketing ideas as they arise. While it would be impossible to identify all future opportunities today, examples of the ideas in the past have ranged from sampling of new brands such as Vault and Coke Zero to brand new technologies such as glass front venders and Freestyle fountain units to student life enhancement ideas such as the Open Happiness machine.

SIGNATURE OF PERSON AUTHORIZED TO SUBMIT BINDING OFFER TO ENTER A CONTRACT ON BEHALF OF OFFEROR:

By: 
(authorized signature)

Robert J. Bestwick

(printed name of person signing above)

Its: Corporate Director of On Premise
(title of person signing above)

Date: 5/10/2012

SIGNATURE OF PERSON AUTHORIZED TO APPROVE NEGOTIATED MODIFICATIONS ON BEHALF OF USING GOVERNMENTAL ENTITY:

By: 
(authorized signature)

Michael J. Nebesky

(printed name of person signing above)

Its: Procurement Director
(title of person signing above)

Date: 5/11/12